CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 13, No. 25 TORONTO, JUNE 23, 1948 $2.00 Per Annum

Differ On Effect Of Television

Exhibs Keep Up Tax Opposition

There are theatre men who feel that public opposition to the provincial amusement tax was one of the factors which contributed to the defeat of the government candidates in certain ridings during the recent election campaign. Ontario exhibitors

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Gordon Honored At NY Luncheon

International co-operation is more effective than legal restriction in the case of Canada and the American film industry, Donald Gordon, deputy governor of the Bank of Canada, told executives of the Motion Picture Association of America at a luncheon

(Continued on Page 3)

Will Movie Biz Be Boosted Or Hurt By New Development?

Television, not too far off now and coming closer every day, will be a boon to theatres rather than a barrier, according to important opinion. With technical problems just about solved, the obstacles now are financing and programming. Earlier this year the Canadian Broadcasting Corporation stated that it was ready to go ahead with television when government authorities give the signal to spend $250,000 for each station and $25,000 per camera. The CBC, under government authority, has jurisdiction over television of any kind in this country.

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Radio Vs. Press At Variety Ball Game

Toronto sports writers will play radio stars in a three-inning game before the Leafs take on Jersey City at the baseball stadium on Variety Night, June 21st.

Jim Coleman, Ted Reeve, Bunny Morganson, Red Burnett, Joe Perlove and other scribes will wrap their typewriter fingers around the bats and balls.

Horace Lapp, Dennis Stone, Gordon Sinclair and Joe Crysdale will be among those on the radio team and Wayne & Schuster will umpire.

Paramount Sales Talks In Toronto

The two-day annual Paramount Canadian sales meeting was held last week in the King Edward Hotel, Toronto, with Gordon Lightstone, general manager in the Dominion for the company, acting as chairman. Attending the sessions were the

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Piers Being Poured

Piers are being poured for the Rex Theatre in Flin Flon, Manitoba, completely destroyed in a recent fire.

TRADE AIDS FLOOD SUFFERERS

British Columbia theatres raised $10,000 for aid to those affected adversely by the floods with Sunday night shows for admission of one dollar each.

The industry is also considering other use of theatres for the purpose of raising funds.

NEW RECORD FOR UJA FILM DIV

The Film Division of the United Jewish Appeal in Toronto just concluded its drive and it was found that its 200 subscribers had raised $100,000, a 50 per cent increase in the average contribution of last year. It was the second largest in fund-raising among the various groups in the campaign.

The co-chairmen of the Film Division were Morris Stein, Famous Players; Harry S. Mandell, 20th Century Theatres; and Douglas V. Rosen, United Artists.

This year the motion picture industry in Toronto was honored by the selection of Gurston Allen of Premier Operating Corporation to head the general UJA campaign in the city.

'48-49 Eagle-Lion List Picked From 60 Pix

With 60 films to be distributed by the J. Arthur Rank Studios for 1948-49, a selective releasing policy will be followed carefully in this country by Eagle-Lion Films of Canada, stated Frank Fisher, general manager of the latter company.

The total offered by Rank last year was 26 but the increased ability of British theatres to handle domestic product led to a greater production program, which was made possible by better use of space. Studio factors were improved co-ordination, earlier scripting and tighter budgeting.

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De Wolfe Repacted

Billy De Wolfe has been signed to a new five-year contract by Paramount. His film debut was in 1942 in "Dixie."

Canuck Pix Entered In Two Festivals

Seventeen Canadian-made motion pictures in two languages have been entered in the International Film Festival at Locarno, Switzerland, and in the Edinburgh Festival. Both competitions are open to films from any part of the world.

All films entered are National Film Board shorts and those for the Edinburgh Festival include one picture in English and two in French, while those for Locarno contain 11 in English and three in French.

Two Get Important Roles In 'Wrangler'

Two top featured roles in Columbia's Cinecolor super-Western, "The Wrangler," were filled with the signing of Joe Sawyer and Gordon Jones for the parts of Hoy and Happy Keegan respectively. Sonny Tufts and Barbara Britton costar. Harry Joe Brown is the producer and Randolph Scott associate producer. Charles Lamont is directing.

Australian Award To 'Bush Christmas'

J. Arthur Rank's "Bush Christmas," starring Chips Rafferty, was recently given the Australian award for the best feature film. The same company's "Land Short of People," an issue in the This Modern Age series, was given the Oscar for the best short. Award takes the form of a bronze statuette of a horseman on a marble base with an inscribed plate.

Made by that "T-MEN" team — It's EDWARD SMALL'S smashing follow-up to "T-MEN"

'RAW DEAL' with Dennis O'KEEFE Marsha HUNT Claire TREVOR

Another EAGLE LION (Hollywood) HIT coming SOON from INTERNATIONAL FILM DISTRIBUTORS Limited

His FINEST yet! His GREATEST yet!

ROBERT NEWTON

Won your praises for his brilliant acting in both "ODD MAN OUT" and "HENRY V". now you will acclaim his greatest role in this TENSE, EXCITING, DRAMATIC story from the vivid pen of the most popular international detective story writer . . . GEORGES SIMONEN

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A PATHE (British) PICTURE

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INTERNATIONAL FILM DISTRIBUTORS LTD.

Gordon Honored At NY Luncheon

(Continued from Page 1)

tenderd in his honor on June 14th at the Harvard Club.

At the luncheon, which was presided over by Francis S. Harmon, MPAA vice-president, Gordon described the Canadian Co-operation Project as an excellent indication of "imaginative spirit, rather than legal restriction as well as an outstanding example of good neighborliness." He was an initiating factor in the establishment of the project whereby the American picture business is helping Canada's dollar problem by diverting some of its production to Canada and telling that country's story on many American theatre screens.

"Everyone underestimated the cost of the last war," Gordon told the American film executives, who numbered 30 and included some company presidents as well as sales and newsreel heads. "We reached first and farther than the United States because we realized we had to help re-establish our customers overseas. But we strained ourselves. We did not calculate on Europe's tragic winter of 1946-47. At the same time that we were extending help we found ourselves engaged on a program of capital expansion such as has never been experienced in the Dominion. We were in the position of extending credit to Europe with one hand and paying you American dollars with the other. In other words, while Canada found itself financially healthy after the war, it did not count on world recovery being so tardy and our expansion being so great."

Taylor Mills of the MPAA staff, who is serving as New York co-ordinator of the Canadian Co-operation Project, reported that American newsreels have included 64 subjects on Canada in their releases this year. Producers of features as well as short subjects are presenting ample proof of their co-operation, Mills said. Next week FitzPatrick Travel-Talks will start making photographic studies of Quebec and Ontario. Monogram Pictures during this summer plans to make the first of 10 features in Canada, all of which are scheduled for completion within the next two years. Most of the major companies were included in Mills' report as having made, or being about to make, motion pictures in or about Canada.

Rosalind Russell Pic

Rosalind Russell will star in Gene Towne's "Miss Grant Takes Richmond" at Columbia.

'48-49 Eagle-Lion List Picked From 60 Pix

(Continued from Page 1)

"The product on Eagle-Lion's 1948-49 schedule will be picked on the basis of each feature's indicated boxoffice value in this country," Fisher said. "We will be putting special emphasis on comedy and on specials in Technicolor such as 'Christopher Columbus' and 'Blue Lagoon,' the first of which is being shot in the West Indies and the second in the South Seas."

Fisher stated that Sir Laurence Olivier's production of "Hamlet" would be roadshown in Canada following its USA premiere in late summer.

As there will be more J. Arthur Rank features generally released in the USA than ever before with heavier advertising and exploitation, Canadian releases will be timed to take advantage of American exploitation, he said.

Of the 60 pictures, a record number, ten will be from Independent Producers Limited, 14 from Two Cities, 21 from Gainsborough, eight from the Associated Ealing Studios, three from Aquila Productions Limited and four from other producers.

In addition, a further nine pictures will be available from Highbury Studios — 60-minute features which will be most valuable to those houses programming double bills.

Included in the 60 films are many that will maintain the growing prestige and popularity of British product.

Among these are "The Bad Lord Byron," "The Blue Lagoon," "Cardboard Cavalier," "Christopher Columbus," "Cockpit," "Esther Waters," "Eureka Stockade," "London Belongs to Me," "Mr. Polly," "Oliver Twist," "The Passionate Friends," "Portrait of Hildegarde," "Saraband for Dead Lovers," "Scott of the Antarctic" and the Technicolor film of the forthcoming Olympic Games.

In commenting on the new schedule Rank said "I believe this program to be as fine as that of any other film organization in any part of the world. It represents an immense amount of work and real enthusiasm in the studios."

Edmonton Managers Aid Clean Up Drive

The Edmonton Theatre Managers Association gave their unanimous approval to aiding the local clean up drive by the Junior Chamber of Commerce. Every child who, in the estimation of his teacher, did good work in helping put the drive across would be given a free pass for a Saturday matinee, it was decided at the recent meeting of the association.

The managers also voiced their approval of the withdrawal of Ottawa from the amusement tax field and had passed on the reduction to the public, odd coppers and all.

Johnny Ferguson, Famous Players maintenance staff, gave members several hints on upkeep and conditioning of equipment.

Joan Crawford Will Star In Curtiz Pic

Joan Crawford will star in "Flamingo Road," which will be filmed as a Michael Curtiz Production for Warner Brothers' release, with Curtiz directing. From the novel by Robert and Sally Wilder and screenplay by Richard Brooks, "Flamingo Road" will go into production shortly with Jerry Wald producing.

Franchot Tone Cast In New RKO Film

Franchot Tone will provide romantic competition for Cary Grant in RKO's "Every Girl Should Be Married."

Tone will portray a wealthy wolf with frivolous intentions whose charm and sophistication divert Betsy Drake from Cary Grant, the object of her affection. This will be Tone's first effort for RKO since "Honeymoon."

MANAGER WANTED

for new theatre in Western Ontario town.

APPLY BOX 14
CANADIAN FILM WEEKLY
25 Dundas Square, Toronto

Canadian Film Weekly

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Paramount Sales Talks In Toronto

(Continued from Page 1)

branch managers from all exchanges accompanied by one or more of their staffs, the executives from head office and Oscar Morgan, sales manager of the short subjects and Paramount Newsreel, who flew in from New York to represent the Paramount Pictures' home office.

The two days of conferences were terminated with a dinner at the hotel to induct Mabel May, head of the contract department at head office, into the company's 25 Year Club. All the visitors from coast to coast, plus the complete staffs of the head office and the Toronto branch were on hand at the banquet to watch the initiation ceremonies and presentation.

Those attending the meetings were:

From New York—Oscar Morgan.

Head Office—Lightstone; W. J. O'Neill, secretary-treasurer; Win Barron, public relations; and H. Q. Burns, ad sales.

Toronto branch—R. Simpson, manager; A. Hersch, salesman; C. Murphy, booker; A. Theurer, booker; and G. Cass, short subject booker.

Montreal—T. Dowbiggin, manager; and R. A. Thorne, booker.

Winnipeg—S. Gunn, manager; R. Lightstone, salesman; and E. Huber, booker.

Calgary—W. O. Kelly, manager; L. J. Moore, salesman; and W. L. Gibson, booker.

Vancouver—R. Murphy, manager; and M. Stevenson, booker.

Stars Cast For Film

Dennis Morgan, Jack Carson and Doris Day will star in Warner Brothers' Technicolor musical comedy, "Two Guys of the Nineties."

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Built for Today's Modern Theatre To Meet the Demands of Today's Progressive Exhibitor

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"Comic's best in years!" VARIETY

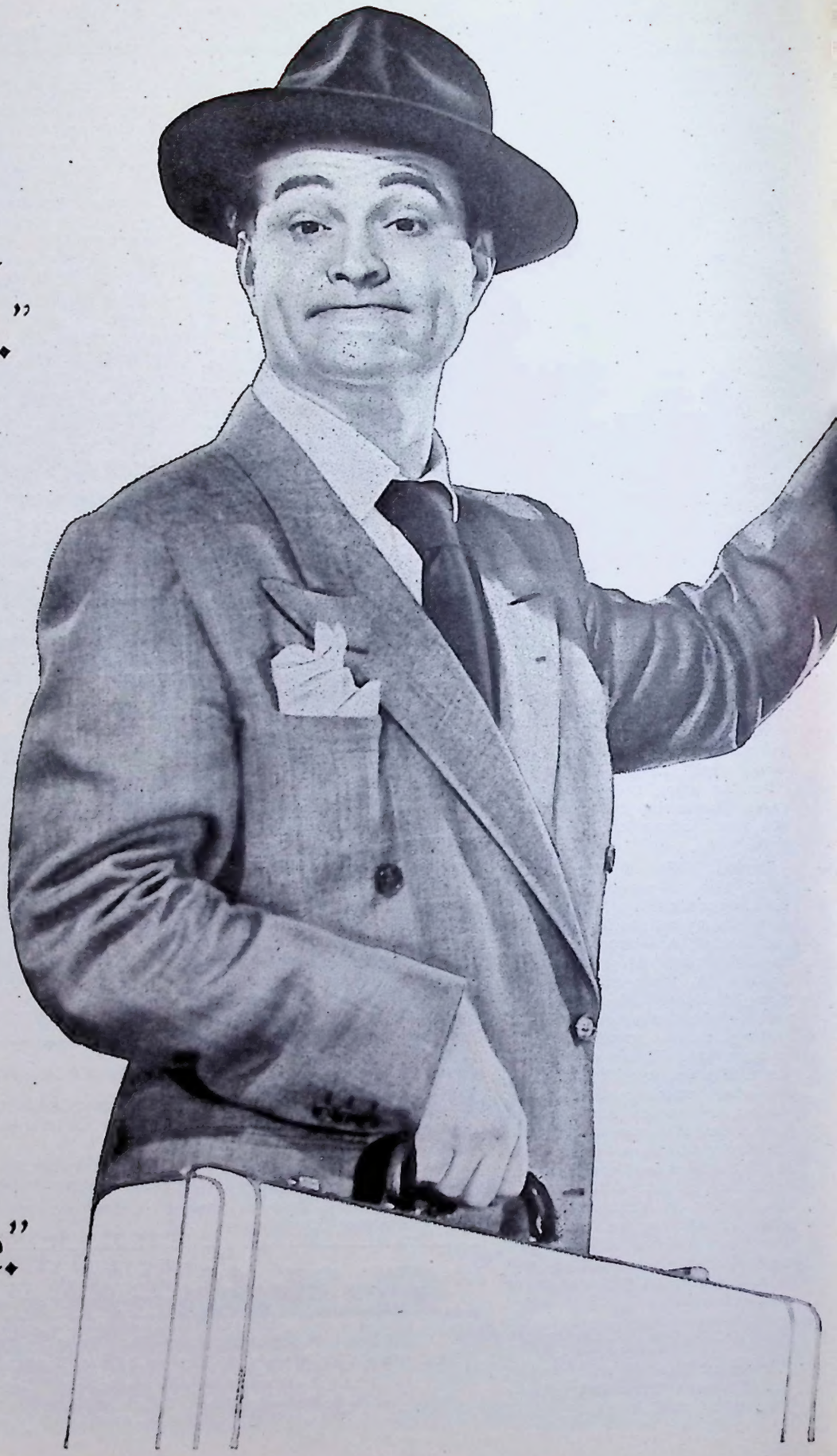
"Offers a veritable goldmine." MOTION PICTURE HERALD

"Wonderfully funny." HOLLYWOOD REPORTER

"Spells top grosses." BOXOFFICE

"Will do boffo biz." DAILY VARIETY

"Should clean up everywhere." SHOWMEN'S TRADE REVIEW



THE FUNNIEST COMEDY IDEA IN YEARS!

JUST IMAGINE

RED SKELTON

as

The Fuller Brush Man

co-starring

JANET BLAIR

with

DON McGUIRE · HILLARY BROOKE · ADELE JERGENS · ROSS FORD · TRUDY MARSHALL

AN EDWARD SMALL PRODUCTION

Screenplay by Frank Tashlin and Devery Freeman

Based upon a SATURDAY EVENING POST story by Roy Huggins

Produced and Directed by

S. SYLVAN SIMON

A COLUMBIA PICTURE

Paper Recollects BC Production

"Trade Minister C. D. Howe's statement in the House of Commons that the federal government hopes to see the development of motion picture production in Canada and his reference to the west coast as a probable production locale, brought to minds of many Victorians the three years of movie making at the Willows from 1936 to 1939 and two Hollywood productions," said the Victoria Daily Times in an interesting article about one phase of recent Canadian production history.

"The late Kenneth Bishop interested Columbia Pictures of Hollywood to come to Victoria to produce some pictures and in 1936, a studio was set up in the Sports Centre at the Willows.

"Some 16 films, mostly melodrama, were turned out and Reginald Hincks of Victoria obtained all the extras and hired bit part players, as well as appearing himself in the films.

"The motion picture production at the Willows had a quick death, however, when the British government refused to allow a movie made in Canada to come under the British quota, according to Mr. Hincks, who gave a brief history of movie-making here.

"The British film quota system called for showing of one British for every four foreign films. American producers felt it would be too costly to make pictures at a British studio in England and Columbia pictures decided to fly stars up to Victoria for production at the Willows. The films were made much more cheaply here than if they had been made in England.

"It has been stated by those connected with the Willows project that $2,000,000 American money went into the films there, with $600 and $700 a day being spent for extras alone, when big crowd scenes were being shot.

"The Sports Centre was soundproofed and had all its own sound trucks and scenery. A laboratory was built but never used, the British quota ruling coming without much warning to the local industry. As long as the quota regulations continue to exist as they did during those years of film making at the Willows, it was felt by some connected with the project, that hopes for a permanent motion picture industry here, were not bright."

Option Picked Up

Paramount has picked up Charles Marquis Warren's writer's contract for a period of one year.

The Lumiere Brothers of France

Auguste and Louis Lumiere, whose showing of moving pictures in December, 1895, on a screen in a Paris cafe was the first commercial exhibition, are shown here as they appeared in younger days. The Paris showing is considered to have preceded that of Edison's, which took place in New York in April, 1896. Louis Lumiere died recently in Paris at the age of 83. The photograph was presented to the Canadian Film Weekly by Ernest Ouimet of Montreal, Canada's leading motion picture industry Pioneer.

Allen Buys Novel

Irving Allen has bought Georges Simenon's "The Man on the Eiffel Tower," which he will produce in Ansco color for Allied Artists' release.

Britton And Autry

For the first time Gene Autry will share top billing. He will team with Barbara Britton for Columbia's Cinecolor "Loaded Pistols."

V. SHARP

Former Toronto district engineer for Dominion Sound Equipment Limited who has been appointed district service supervisor in the same territory.

J. M. COHOE

Named Montreal district service supervisor by Dominion Sound Equipment, he was formerly senior service engineer for the company with headquarters in Hamilton.

Exhib Association Supports 16 Mm.

A recommendation that exhibitors, particularly those in rural situations, install 16 mm. projectors in the booth to supplement standard gauge equipment was made recently by the Associated Theatre Owners of Indiana. The use of 16 mm. would help combat competition from those using that size exclusively.

The ATOI gives these reasons for the recommendations:

1. There is a vast reservoir of entertainment features available that might be drawn upon for certain occasions when the exhibitor is short on product.
2. There is a great amount of material, particularly in short subjects, unusually adaptable for timely and local exploitation and tie-ins with various community groups. This would open up a new function for the theatre in its community by making available all of the many educational, cultural, social welfare and training films which can be sponsored in off hours by community groups —such as Film Councils.
3. It would provide the most desirable and logical place in town for the exhibition of 16 mm. product — commercial or otherwise—that advertisers and other sponsors might cause to be shown in spite of any opposition.

Rex, Lucknow, Open

The Rex Theatre in Lucknow, closed since the death of the owner, Rexford Ostrander, in an automobile accident last February, has been reopened by the new owner, Basil Pappas, as the Playhouse Theatre. It will run three shows weekly.

Fox Purchases Novel

Ernest Hemingway's "The Snows of Kilimanjaro" has been purchased by 20th Century-Fox.

Rand Brooks Cast

Rand Brooks has been signed by Columbia for the male lead in "Ladies of the Chorus."

Buys 'Lona Hanson' For Rita Hayworth

Columbia Pictures has purchased the screen rights to "Lona Hanson," a novel by Thomas Savage, which Simon and Schuster will publish in the fall. S. Sylvan Simon will produce the picture.

While no definite casting assignment has been made for the starring role, it is considered a likely vehicle for Rita Hayworth and a change of pace from her recently completed "The Loves of Carmen," Technicolor production which costars Glenn Ford.

Opinion Divided On Television

The Bell Telephone Company said recently that it would be in a position to provide service when customers are available. In the meantime the CBC has refused to grant broadcasting licenses and has ruled out American pograms. It was proposed recently that the phone companies in the USA send the programs over their facilities and add 50 cents or whatever the price is to the bills of those who subscribe.

Television broadcasting would be delayed in Canada because of "the discriminatory excise tax structure" and the need for conservation of USA dollars, the Canadian Association of Broadcasters was told at its annual meeting in Quebec by R. A. Hackbusch of Toronto. Hackbusch heads the Committee on Frequency Modulation and Television, which has the blessing of Ottawa and on which Hy Goldin of Gaumont-Kalee is the motion picture industry's representative.

Exhibitors have been watching developments nervously, since there have been conflicting opinions about the effect of it on theatre attendance. Then there is the matter of being able to afford the installation costs. An indication of imminence of television is the unprecedented amount of space it is occupying in the columns of the trade press.

Television will double present film attendance, it was predicted by Frank E. Mullen, executive vice-president of the National Broadcasting Corporation, an American network. He is among those who think that it will hypo the failing boxoffice, coming just when needed. Mullen warned against the use of his organization's material without permit or payment.

Adverse Opinion

The late Ed Kuykendall, who was president of the Motion Picture Theatre Owners of America, gave a sound opinion about television competition in 1944. "The best that television can do in the theatre," he said, "is to equal the picture now reproduced from film, and until it equals the artistic and entertainment quality and the resulting popular appeal of studio-produced motion pictures, it will offer little actual competition to the motion picture as actual entertainment." His statement that "What will matter is who's got the best show" was agreed to by radiomen.

But Prime Minister Clement Atlee of Great Britain was not

(Continued from Page 1)

that optimistic in 1945 when, in a speech before the Commonwealth Broadcasting Conference, he said that many movie houses would have to close because of television. People would be getting their entertainment at home, he stated, adding that he had "not the slightest doubt that we shall lead in television."

An American advertising agency recently conducted a poll to determine the effect of television on movie-going habits. Examination of 211 set owners showed that 57 per cent attended films every few days before buying the machine and that this had dropped to five per cent after. The one-a-week movie-goers, previously 68 per cent, had dropped to 33 per cent. Other statistics also indicated a growth of the stay-home habit.

Paramount has demonstrated its large-screen television in several key theatres and it is expected that Canadian theatres will not be far behind.

Famous Players has applied to the Canadian Broadcasting Corporation to set up television equipment in its theatres. The CBC has received about a dozen applications for licenses.

Odeon Theatres is also in line for television, since J. Arthur Rank has interests in that field. The British are considered to be farther ahead technically than the Americans and they claim they can televise scenes in 18 seconds. A. G. D. West, Rank's television chief, met with CBC officials when he was here in December.

Producers Ready

Theatre television may come to large USA cities first because of the problem of limited broadcasting. At present relay stations are being used to pick up television broadcasts and send them on. There are television networks in New York and other cities. How television will reach the theatres hasn't been worked out in Canada, but it is likely that some of the hindrances have been overcome and this will be made known soon.

Ross McLean, head of Canada's National Film Board, told the Senate tourist committee recently that the short-length film would dominate television and that his organization was ready to help supply radio and theatres.

The motion picture industry has not been caught sleeping, as it was by radio and sound films, RKO is interested in RCA, Twentieth Century-Fox in Scophony and Paramount in Dumont. Warner Brothers has made a deal with RCA for a joint program on large-screen television research, while Fox has agreed to supply a commercial sponsor with a televised newsreel. USA exhibitor's associations oppose the Fox deal as providing theatre competition and are threatening not to play its newsreel. Fox is considering films for television use only.

RCA will provide the equipment and Dumont the entertainment for an eight-week television run arranged for the Jordan Marsh Company of Boston, a department store, under arrangement with store vision.

Trouble is expected from both the British and American actors' guilds, who have notified the studios that they consider television appearances outside their present contracts and that new arrangements will have to be made. The musicians' union recently withdrew its ban against its membership playing for televised performances of symphonies.

Sports promoters have found that their attendance has dropped sharply when events have been televised and several have ruled it out.

Odeon Movie Clubs Continue Good Work in Canada

A girls' beauty contest staged by Steve McManus at his Odeon Movie Club, Kingston, Ontario, resulted in the 37 entries shown above. Also depicted is Steve decorating the winner, and some of the contest judges, who are members of the Club's special children's committee.

Para's 'The Big Clock' Different Whodunit

PARAMOUNT'S "The Big Clock," starring Ray Milland and Charles Laughton, is a different type of whodunit that is doing very nice business in first runs everywhere. Plot involves several unique angles that are sure to capture the interest of an audience.

THE PICK OF THE PICTURES

CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 13, No. 25 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

River Lady

with Yvonne DeCarlo, Dan Duryea, Rod Cameron, Helena Carter

Empire-Universal 78 Mins.

GOOD ACTION DRAMA IN TECHNICOLOR HAS WHAT THE AUDIENCE DEMANDS: SHOULD GO OVER EASILY.

Every once in a while there is an audience demand for a good, robust tale of lumbering, of tremendous bloody brawls, strong love and the familiar like, enhanced by some splendid scenery in Technicolor. The audience goes for it. They get it here.

Girlfriend to Cameron who spends most of his time up in the woods, Miss DeCarlo operates a floating gambling joint and behind the cold deck she manipulates a timber syndicate. She wants Cameron to give up the rough and tumble for her interests. To this end she will marry him so she frames a deal where he comes to operate John McIntire's indy lumber company, she being the wire puller behind the corporate setup. She proposes to Cameron. He accepts.

Celebrating their engagement, they are interrupted by Miss Carter who knows what's up, forthwith tells Cameron. He leaves Miss DeCarlo cold and accepts Miss Carter's proposal. Seems in this script the girls do all the proposing. What with this being Leap Year, it is fitting. And that brother exhibitor is an exploitation gimmick not to be overlooked.

In time Cameron is brought up short by the vengeful Yvonne and he decides to buck the game his own way. This leads to some action. First he is beaten up by Duryea. Then he shanghais a crew of men from under the DeCarlo-Duryea noses. If he can deliver the logs all will be well, even with wifey Helena. Duryea plays dirty, causes a log jam. Cameron decides to use dynamite. There is a pitched battle on the jammed logs before the blast goes off in which Cameron is shot by Duryea. Dan is killed in the blast.

This end part restores the balance. Miss DeCarlo gives Cameron up and he decides to make a go of it with Miss Carter.

CAST: Yvonne DeCarlo, Dan Duryea, Rod Cameron, Helena Carter, Lloyd Gough, Florence Bates, John McIntire, Jack Lambert.

CREDITS: Producer, Leonard Goldstein; Director, George Sherman; Screenplay, D. D. Beauchamp, William Bowers; From the novel by Houston Branch, Frank Waters; Photography, Irving Glassberg.

DIRECTION, Good. PHOTOGRAPHY, Fine.

The Mating of Millie

with Glenn Ford, Evelyn Keyes, Jimmy Hunt

Columbia 87 Mins.

THIS ONE WILL GIVE KEEN SATISFACTION; CLEVER PERFORMANCES, LIGHTLY HANDLED PLOT; HAS EVERY EARMARK FOR SUCCESSFUL RUNS.

It's all in the treatment here which is top-notch. As familiar as the story is, this time it has been given new life, new lines, and a generous application of smartness. With light ease it slips from sequence to sequence, delivers much laughter with just the right bits of pathos.

Plot is set in Los Angeles. Miss Keyes, a bachelor girl given devotedly to her job in a department store where she is personnel manager, has a heart interest. It is youngster Jimmy Hunt, son of a neighbor. She meets Ford, a bus pilot, who gets fed up with his job when riders stubbornly refuse to move to the back of the vehicle She admires his independence, asks him to see her about a job.

Young Hunt's mother is killed. Miss Keyes is distraught when she learns he has been taken to a foundling home. Investigating she finds she must be married in order to adopt the kid. Ford, an aspiring novelist, is hired as a floorwalker. She tells him of her predicament.

He offers to advise her on how to get a husband. Himself, he prefers the free, devilmaycare life of a bachelor. They develop tactics on objects, strategy and attack. Ron Randell, head-man at the home, is the target. Miss Keyes, under Ford's guidance, emerges an attractive woman.

Soon Ford, although he is unaware of it, is smitten with the love-bug. They kid each other and themselves until a time limit expires and young Hunt is to be adopted by others.

Desperate Miss Keyes throws herself at Willard Parker, a neighbor, although she does not love him. At this point Ford finds a publisher. Realization of his feeling for Miss Keyes dawns upon his consciousness. He rescues young Hunt. Concluding, Miss Keyes and Ford are in each other's arms, matrimony is just outside the door.

CAST: Glenn Ford, Evelyn Keyes, Ron Randell, Willard Parker, Virginia Hunter, Jimmy Hunt, Mabel Paige.

CREDITS: A Casey Robinson Production; Director, Henry Levin; Screenplay, Louella MacFarlane, St. Clair McKelway; Story, Adele Commanding.

DIRECTION, Smart. PHOTOGRAPHY, Good.

B. F.'s Daughter

with Barbara Stanwyck, Van Heflin, Charles Coburn

MGM 108 Mins.

GOOD ONE FOR THE FEMALE TRADE; HAS PRODUCTION VALUES, CONVINCING PERFORMANCES.

Always a compelling attraction that secures patronage of the distaff side of the audience, the inspection of marital difficulties repeated in this version of John Marquard's novel, stands to ably make the grade in the box-office sense. The production was tastefully fashioned. Performances by worthies are effective and well rendered. Picture of wartime Washington has the aura of know how, know what and about whom.

This is the story of the headstrong heiress who impulsively marries a struggling young economist and then secretly arranges for his success as a lecturer and national renown. He achieves the pinnacle of success when he becomes an advisor to the President with an office in the White House.

As the wife in the case, Miss Stanwyck purchases an enormous estate and surprises Heflin. He expected a modest place. He is irked, provokes Charles Coburn, Miss Stanwyck's father and depart for Washington almost at once. His work keeps him in the capital for months.

Miss Stanwyck, visiting in Washington one day, learns her husband has been seeing a Dutch refugee, (female), in Georgetown. She goes to investigate, finds the girl to be blind and wholly dependent on Heflin for her will to live. At about this point Margaret Lindsay's husband, Richard Hart, whom she married when he rebounded from Miss Stanwyck, is reported missing in the Pacific. Miss Lindsay is off visiting her mother. Miss Stanwyck lives in the Lindsay apartment. Heflin comes. Keenan Wynn, a radio commentator and pal to Heflin, meanwhile had broadcast the demise of Hart. At the point of the Stanwyck-Heflin breakup, Hart calls from the Coast. Seems he's all right, on his way home. Heflin makes off but Miss Stanwyck catches up with him and reveals her desperate need. They decide to begin anew.

CAST: Barbara Stanwyck, Van Heflin, Charles Coburn, Richard Hart, Keenan Wynn, Margaret Lindsay, Spring Byington.

CREDITS: Producer, Edwin H. Knopf; Director, Robert Z. Leonard; Screenplay, Luther Davis; Based on the novel, "B. F.'s Daughter," by John Marquard; Photography, Joseph Ruttenberg.

DIRECTION, Very Good. PHOTOGRAPHY, Good.

The Lady From Shanghai

with Rita Hayworth, Orson Welles

Columbia 87 Mins.

TENSE, UNORTHODOX DRAMATIC ENTERTAINMENT; HAYWORTH-WELLES TEAM HIGH VOLTAGE COMBINATION THAT SHOULD LINE 'EM UP LONG AND LENGTHILY.

Produced and written by Orson Welles, "The Lady From Shanghai" is tense dramatic entertainment loaded with surprises and departing vividly from orthodox treatment. Each time Welles does a film he composes a complete new text on the form.

Playing an Irish sailor, Welles is hired by Everett Sloane, husband to Rita Hayworth. Sloane is a strange character, a criminal lawyer paralyzed in his legs. Yachting party heads for California via the Canal. En route Welles becomes enamoured of Miss Hayworth and Glenn Anders, Sloane's law partner, comes aboard.

It is a suspicious, confusing game that is played by all hands and while Miss Hayworth disports in costume and manner to please the male spectator and give the female ideas, it soon comes out that the law partners are not adverse to a little illegality.

The Welles-Hayworth liaison is threatened by planted observers and intruders. But on arriving in San Francisco the lovers make plans to run away. Welles is offered $5,000 by Anders to assist in framing a disappearance act intended to resemble murder.

The carefully thought out setup misfires. Anders is killed. Welles learns he is the fall guy for the murder. He's arrested, faces trial. He fakes an attempt at suicide, escapes from the courtroom. Miss Hayworth later catches up with him and then in short order developments mount to a powerful climax that takes place in a "Crazy House" at the amusement park.

A literate Irishman, Welles, draws paralles in which self destruction is the chief thought. Seems he once saw a school of sharks kill themselves off and he is inclined to think humans have similar voracious instincts. As events transpire he is quite right.

CAST: Rita Hayworth, Orson Welles, Everett Sloane, Glenn Anders, Ted de Corsia, Erskine Sanford, Gus Schilling.

CREDITS: Production and screenplay by Orson Welles; Associate producers, Richard Wilson, William Castle; Photography, Charles Lawton, Jr.

DIRECTION, Excellent. PHOTOGRAPHY, Top.

Johnny Sands Cast

Johnny Sands has been cast in RKO's "Baltimore Escapade."

Twixt Friends

Observanda

No One-Way Street

Canadians who have tried to convince Americans that there is a distinctly Canadian point of view about many things have often ended such a task by muttering to themselves. That is as true of motion picture folk on this side of the border as it is about those associated with other industries. I know I've had my troubles — still have them — and so have you.

Vince Lunny, the bright columnist of the Montreal Standard, recently visited the USA. "A trip through almost any section of the fabulous land to the south of us is sufficient to convince the visitor that American knowledge of Canada, if translated into the succint terms of a baseball line score, would read: 'Few hits, no runs, many errors,'" he reports.

He then recounts his experiences with Americans when Canada came up for discussion and concludes:

"The United States is so big, so wealthy, so flushed with its own power that there is a growing nationalistic feeling there. Americans never stop to realize that Canada is a free country, too, steeped in democratic ideals. Their Congress stands behind us, nudging our law-makers. Only last year the United States demanded the right to set up American military tribunals on Canadian soil. And the US thought nothing of issuing subpoenas to Canadian companies to testify in an American court.

* * *

"If Congress and the judiciary act that way how can the people be any different? They know so little about Canadian affairs and know it so fluently!

"They talk boldly about their atomic bomb and hide behind it like a child hides behind mother's skirts. Yet, without Canadian scientists, there would have been no bomb dropped on Hiroshima.

"As Leslie Roberts pointed out some time ago in a magazine article, Americans are equipped with a strange assortment of prejudices and presumptions. They have no notion why we like to be distinctively Canadian. They think that anyone who doesn't act like an American, dress like an American, use American currency and think like an American is a fit subject for a psychiatrist.

"Well, we Canadians are not ready for the psychiatrists yet. But, I suggest that when the citizens of that great land to the south shake down the thermometers of their knowledge of things Canadian and find them nearly at zero, they consult a few reliable textbooks to reach a better understanding. Friendly relations is not a one-way street!"

The Canadian Co-operation Project of the Motion Picture Association of America, according to one of its announced intentions, will try to do something about this by putting Canadian material on American screens.

I can name some American motion picture executives who need some of that type of education badly.

* * *

Ordinarily a subject which grows out of the relations of two countries occupies space in the press of both but this is not true of Canadian-American relations. It is on this side of the border that about 95 per cent of the discussion takes place, while Americans are blithely unaware that it interests us at all.

In the June 15th issue of MacLean's the main article, by Arthur Lowther, is "If We Joined the U.S.A.—." He discusses how so much of Canada's wealth passes into USA hands and how our best young men take up residence in that country. A merger, he says, might get rid of our "polite hypocrisies" about the USA but it would also drown our culture. "Canada might gain a richer life at little cost—except her soul."

Recently Thomas Costain told the Canadian Authors' Association that "The right kind of greatness is fostered by songs and novels and legends and folklore which have sprung from the soil." Canada, an exception, had achieved a greatness "while depending on a literature in too large a degree borrowed from Britain and the United States."

Typodermic Injections

Next meeting of the Motion Picture branch of the Board of Trade will be on July 6th . . . **D. J. Sandie** has sold the Empire, Thessalon, to C. A. Smith, who has the Regent, Chapleau . . . **Membership** in the Canadian Picture Pioneers has increased greatly, Charlie Mavety, the secretary, told me the other day. The Pioneers is the most respected non-business organization in our industry and it is important that it thrives . . . **Brothers Redpath and Fleck** of General Films entertained Orrin Paulson, the company's vice-president, at the Variety Club. He's on his way back to Regina from England . . . **Recent visitors** to the Variety Club were Bryan Foy and Ben Meroff . . . **Jack Clarke** of Loew's is back after a spell in the hospital.

Martin Quigley, Jr., dropped in to chat with Jim Nairn while here recently. He was here with Mrs. Quigley, whose brother was being graduated from the U of T . . . **Col. Cooper,** chairman of the 16 mm. association, is just getting over an illness of several weeks and will be downtown again shortly . . . **Most difficult man** in the business to get on the phone — or to get a return call from — is Johnny Poole. For me, anyhow. Be a nice guy, John, and let's hear from you. I want to mark it off my scratch pad . . . **Thanks to** AA of LA for that gift subscription to the NY Post, one of my favorite newspapers . . . **That banana smell** around College and Spadina is from old Knox College, now a penicillin lab. Oh well, the penicillin is mightier than the sword.

That roadway of red bricks on Ross Street, from College to Cecil, must be one of the last left in the city . . . **Film houses** aren't the only businesses to suffer from swipers. When an injured man is brought in druggists close the door, permitting just the police and the doctor to enter. If the public squeezes in, chocolate bars and other counter stuff disappears . . . **Overheard:** "He took a course in public speaking. Now he ought to take one in public shutting up" . . . **Seems that** these days all's fair in love and peace . . . **There's a story** about an exhibitor, asked how a certain film was doing in his house, replied that it was a flop. "When did you play it?" the questioner pursued. "It starts tomorrow," was the answer . . . **20th Century Theatres'** managers lost to the home office team in a baseball game at the annual picnic held at Centre Island. Max Weiss of the accounting department umpired and kept score. He just about ran out of figures. It was a good day and a good time.

They were talking about how much it costs to entertain a celebrity. One answered that the best thing to do was to introduce him to a certain fellow noted for being overwhelmed by the presence of important people — whose tabs he lifts. "He'll bite," the man said, "at the drop of a name" . . . **One man I know** edges toward groups about to be photographed and parks himself on the fringe, pretending that he's not aware of what's going on. He learned a long time ago that rather than risk offending him by asking that he get out of the way, the photog will suggest he join the others to be pictured. A bad lens louse but a good psychologist . . . **The increased number** of amateur shows in movie houses is a good indication of what has happened to business. Also films have been having such short runs that the booking jam will ease up one of these days.

Save some sympathy for Hy Goldin of Gaumont-Kalee. Some British exhibitors at the Trade Fair were so pleased with the way he set up their displays that they made him a fine offer to do the same in Argentina. Hy got permission from Gaumont-Kalee and a flight was arranged for his almost immediate departure. He arranged to be vaccinated, a requirement, and soon found himself with a swollen arm. Then he discovered that it would take 12 days before his arm would go down and he could get medical acceptance by immigration authorities! . . . **Sam Schwab of Monogram** was in town for talks with Hans Tiesler and Arthur Gottlieb of Audio about the films they will make for release through his company.

STORM OVER HOLLYWOOD?..... Who says so?

The Official Forecast is: "The Greatest Motion Pictures in Years Are Coming from *All* Studios." And the Most Persuasive Proof of All Is Coming From the *Paramount* Studio on the Crest of

a sizzling

SUMMER HIT WAVE

From Paramount..

Imagine All These Great Pictures

Bing CROSBY · Joan FONTAINE

in

"The Emperor Waltz"

Color by TECHNICOLOR

America will celebrate the 4th of July with

The new-look, king-size musical combining the talents of 7 Academy Award Winners. Brackett & Wilder — plus Paramount — have made it Bing's most novel and magnificent vehicle. He's a Yankee salesman, selling a scandalous bill of goods to a kissable countess—with five rousing love songs.

First trade prediction in Film Daily says "It's going to kick its heels into the season's big boxoffice money"—and you can watch this come true at its Hollywood World Premiere, followed soon by the Eastern Premiere at Radio City Music Hall.

with

ROLAND CULVER · LUCILE WATSON

RICHARD HAYDN · HAROLD VERMILYEA

Produced by Charles Brackett

Directed by BILLY WILDER

Written by Charles Brackett and Billy Wilder

Between July Fourth and Labor Day.....

It Takes 4 Handsome Guys With a Gleam in Their Eyes To Make Her Dreams Come True...

The Lady is a Dream...
The Gentleman is a Wolf...
The Picture is a Hit
Every Bit as Gay as the Play!

• • •

Betty Macdonald

HUTTON · CAREY

in

"DREAM GIRL"

with

PATRIC KNOWLES · VIRGINIA FIELD
WALTER ABEL · PEGGY WOOD

A Mitchell LEISEN Production
Produced by P. J. WOLFSON
Directed by MITCHELL LEISEN
From the Play by Elmer Rice

Already It's the Talk of the Trade!

"A sure winner, this version of Elmer Rice's smash play!"—says Variety

"A-1 comedy will be the same success it was on the stage."—says Hollywood Reporter

"A landslide of coin—let out all the stops!"—says Showmen's Trade Review

She's the Rage of the Stage as a Diva!
She's the Topic of the Tropics in a Dive!
She's a Singing Sister in a Honkytonk!
She's the greatest Hutton character you've ever seen playing *all* these different roles!

Do You Remember Any Such Wealth of Hits

From a bold best-seller, based on an amazing true case. A good woman suddenly swept away from all the standards she lived by—into a fury of infatuation so overpowering she would lie, steal—yes *murder*—to hold the love of a worthless rogue. This is Paramount's finest romantic drama since "To Each His Own."

• • •

RAY MILLAND · ANN TODD

(By courtesy of J. Arthur Rank)

GERALDINE FITZGERALD

in HAL WALLIS' production

"So Evil My Love"

with Leo G. Carroll · Raymond Huntley
Martita Hunt · Raymond Lovell
Moira Lister · Roderick Lovell

Directed by LEWIS ALLEN

Screenplay by Leonard Spigelgass and Ronald Millar

Based on a novel by Joseph Shearing

From Any Company in Any 2-Month Period?

And another tremendous August attraction...

JEAN ARTHUR
MARLENE DIETRICH
JOHN LUND

in

"A Foreign Affair"

with

Millard Mitchell

Produced by **CHARLES BRACKETT**

Directed by **BILLY WILDER**

Screenplay by Charles Brackett, Billy Wilder and Richard Breen

Adaptation by Robert Harari • Original Story by David Shaw
Music and Lyrics by Frederick Hollander

It's **BRACKETT & WILDER'S** entry for the romantic comedy hit-of-all-time award. And they've brought back **JEAN ARTHUR** in a role recalling the hilarity of "The More the Merrier."

MARLENE DIETRICH at her sultriest, and singing again the kind of songs that made her famous!

JOHN LUND now proves himself the great star you knew he'd be. He's marvelous as the man-in-the-middle...between a career woman and a woman whose career is love. Just listen to any sneak preview audience and you'll realize what kind of a hit it is . . .

Climaxed By This Terrific Paramount-Week Attraction

A radically new departure from previous Ladd pictures . . . to give full dramatic opportunity to the star exhibitors put in the Top 3 in every poll.

• • •

ALAN LADD and DONNA REED

in

"BEYOND GLORY"

with

GEORGE MACREADY · GEORGE COULOURIS
HAROLD VERMILYEA · HENRY TRAVERS

Produced by Robert Fellows

Directed by JOHN FARROW

Original Screenplay by Jonathan Latimer, Charles Marquis Warren and William Wister Haines

The stirring story of a man caught in the restlessness of our postwar generation—a man who meets the wife of the friend he believes he has murdered. Through her he learns a courage beyond glory. A completely *different* Ladd picture and unquestionably his greatest!

• • •

"SUMMERTIME, AND THE LIVIN' IS EASY"—WITH

PARAMOUNT'S SUMMER HIT-WAVE

PRINTED IN U.S.A.

Church Gratitude For Theatre Help

Although the time is long since past when the theatre as such was regarded as detrimental to the teachings of religion, there are still people who decry movie entertainment as a whole. But you won't find any among the congregation of the Church of Christ the King in Sudbury, Ontario. At least, we don't think you will.

In the latter part of October, 1947, that church was gutted by fire and some 5,000 parishioners were left without a place of worship. But not for long. Stan Andrews, manager of the Capitol Theatre, a Famous Players house, immediately offered the facilities of the theatre, without cost, to the Rev. Father Humphrey, vicar-general.

Light, heat and staff were supplied gratis and an old candy counter was converted into an altar. Since the fire five masses every Sunday morning and vesper services in the evening have been held in the Capitol. During Lent there were two masses said every day, as well as on all holidays and on every first Friday of the month. On Christmas Eve 1,350 attended mass in the theatre.

There are many more people attending church services now, for the Capitol seats 1,419 compared with the 750 accommodated by the church. The kindness of Famous Players has been acknowledged from the pulpit and thousands of individual thanks for its help have been received.

In about a month the theatre services will end, for the new Church of Christ the King will be opened.

Cast Lined Up For 'Singin' Spurs'

Marion Colby has been signed for an important singing role and Chester Clute for a featured part in "Singin' Spurs," Columbia action musical featuring the Hoosier Hot Shots, Patricia White, Kirby Grant and Lee Patrick. Billy Hill's Shamrock Cowboys and vocalist Ray Egner will have a featured musical spot. Colbert Clark will produce and Ray Nazarro direct.

Jack Paar Added

Jack Parr has been added to the cast of RKO's "Battleground."

USP's 'Gentle Sin'

Milton Sperling has purchased "The Gentle Sin," an original screenplay by Daniel Fuchs, as a starring vehicle for Lilli Palmer, the next on her schedule for United States Pictures.

Exhibitors Keep Up Tax Opposition

(Continued from Page 1)

took no part in the elections from a standpoint of opposing the government because of the tax but editorial criticism had been directed at it because of the tax, even by pro-government newspapers.

In Saskatchewan the provincial government did not impose the tax when the federal regime dropped it but such municipalities as Regina and Prince Albert are among those which have imposed it or contemplate doing so. An election is in prospect in that province and here also public opposition to the tax may, when joined with other unsatisfactory policies, provide the government with some unhappy results.

Although the tax is now in effect in several provinces, opposition by the public and exhibitors has not ended, nor has newspaper criticism. In British Columbia H. G. Stevenson, for years active in the Alberta exhibitors association, wrote his disagreement with the 25 per cent tax to the Honorable Byron Johnson, the Premier.

Theatres Hit Hard

Describing the amount of the tax as a "shocking total," Stevenson's letter stated that "the amusement tax has always been discriminatory because it singles out one industry for taxation" and "A little research on our part has brought to light the fact that the financial position of British Columbia discloses no immediate need that would justify this unjust tax."

He wrote that "while it is argued that the public pays this tax, a little analysis will bring to light the fact that unless we can fill our theatres, or at least obtain sufficient to defray the overhead, it comes directly out of the pockets of the theatre owners. It takes very little for the small town theatre to be reduced to a state of poverty and very little pressure brings a condition where they throw in the sponge. It first makes itself evident by dropping down to one or two days a week, a lowering in standards, shabby conditions, poor working staff and impoverished product."

Investments of theatre operators, which are large proportionately, are imperiled, stated Stevenson. "The small towns have at best a very slender margin to draw on and in order to maintain the standards which the public demands even in a degree they must have relief." The high cost of living makes the patrons less able than ever to contend with increased admissions, who were for the most part from the lowest income groups.

During the crucial national emergency of the war years that called for extreme sacrifice the theatre industry shouldered the extra burden without complaint as part of its contribution. Now, Stevenson said, there is absolutely no justification for imposing such a "terrific burden" on theatres.

Action of the Regina city council in approving a resolution to be submitted to the urban municipalities convention in Moose Jaw next month drew a letter of objection from the Regina Motion Picture Exhibitors Association. The resolution calls for an amendment of the City act so that municipal councils could pass a bylaw providing for a different rate of tax for different classes of amusement. The sponsor of the resolution, Alderman Garnet Menzies, said he was in favor of raising the present ten per cent tax.

Regina Letter

"It is disappointing to us, as it will be to the public, to find that city council contemplates putting the amusement tax back on the theatres," the association's statement said. "It is especially disappointing to note that the theatres are to be singled out for special treatment. The theatres in Regina have been among the first to support amateur sports, music, drama and any other form of community enterprise so long as it is for the benefit of those who participate. It must be remembered that from the standpoint of the spectator, who does not participate but merely pays his admission price to watch them, that he is indulging in a form of entertainment the same as anyone else. Why a 20 percent tax on any other amusement or non-essential spending?

"It was suggested in council that the property owners were absorbing more taxation than they should," the statement continued, "and that by boosting the amusement taxes on theatre prices it would provide additional revenue without hitting the property owner. This is inconsistent because the amount raised by amusement taxes will not materially affect the mill rate, but even if it did, the benefit does not all go back to the property owner. The property owner himself goes to the theatre and pays the amusement tax."

F. S. HASTIE

He was promoted by Dominion Sound Equipment from district service supervisor to manager of equipment sales and service in Toronto district.

Theatre Opposed To Comfort Station

The Odeon Theatre, Winnipeg, voiced its opposition through its counsel to the erection of a comfort station on city property opposite the theatre. Appearing before the civic health committee, C. E. Finkelstein, in behalf of his clients, claimed that women did not like to pass a comfort station on the way to the theatre and patronage would suffer.

He also said that the Old National and Orpheum Theatres had found these comfort locations detrimental to business and recalled that a few years ago the Occidental Hotel won $15,000 damages from the city for the same reasons. He stated that if the city proceeded with the plan he would seek an injunction and possibly sue for damages.

'Mask For Lucretia'

Ray Milland and Paulette Goddard have been assigned the starring roles in "A Mask for Lucretia," which will go before the cameras in Paramount's Hollywood studio in a few weeks with Richard Maibaum as producer.

Columbia Contracts Simon As Producer

S. Sylvan Simon has been signed by Columbia to a long-term producer's contract. Simon recently produced and directed "The Fuller Brush Man," Edward Small production starring Red Skelton and Janet Blair, for Columbia. Previously he produced and directed "I Love Trouble" for the company and directed "Her Husband's Affairs."

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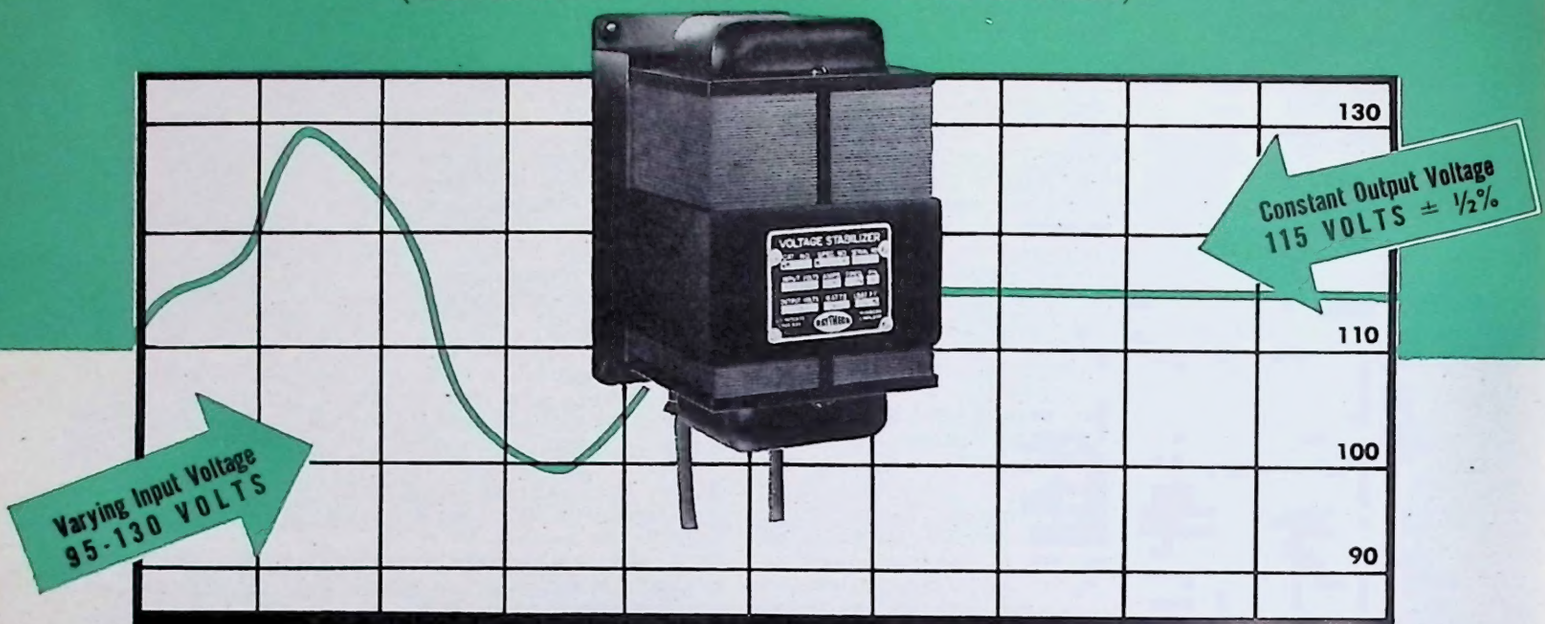

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